



**DEPARTMENT OF THE ARMY**  
**HEADQUARTERS, UNITED STATES ARMY CADET COMMAND**  
**FORT MONROE, VIRGINIA 23651-5000**

REPLY TO  
ATTENTION OF

20 APR 1998

ATCC-MM

MEMORANDUM FOR SEE DISTRIBUTION

SUBJECT: Policy Memorandum 42 -- Production and Printing of Advertising Materials

1. References:

- a. Cadet Command Regulation 145-4, paragraph 7-3r.
- b. 44 USC 501, 16 January 1996, Production and Procurement of Printing and Binding.
- c. Cadet Command Regulation 145-4, paragraph 7-2a(4).

2. The purpose of this memorandum is to clarify Cadet Command policy on production and printing of advertising materials, and ensure said policy is in line with public law.

3. Reference 1a already states that procurement of printing through sources other than the Government Printing Office (GPO) is an unauthorized expenditure of advertising funds.

4. Reference 1b states that the printing process, includes the processes of composition, platemaking, presswork, duplicating, silk screen processes, binding, microform, *and the end items of such processes*. For Cadet Command purposes this includes, in addition to normal reproduction of hard-copy print materials (i.e., national/local Recruiting Publicity Items and direct mail correspondence), all materials such as multiple stocks of local ad slicks, posters, billboard sheets, transit ad cards and all promotional items bearing the Command or a battalion slogan and crest.

5. Reference 1c allows the expenditure of advertising funds under the National Advertising Contract Payment System (NACPS) for production of materials for use in advertising media. The Congressional Joint Committee on Printing has stated that such an expense is authorized for the production of a camera-ready master material only, not for any duplication.

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6. Effective the date of this memorandum, Cadet Command policy on production and printing of advertising materials is as follows:

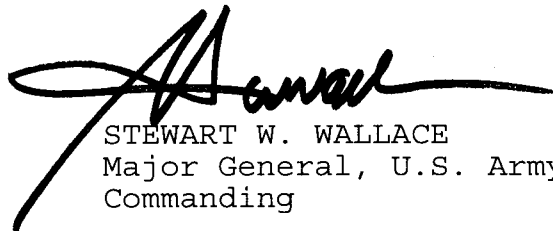
a. NACPS funds will be used to contract through the Army advertising agency only to produce a master or camera-ready advertising material, in hard copy or automated format, from which final products will be reproduced. After the satisfactory production of such materials, the appropriate Cadet Command representatives at Headquarters or Region level will contract for reproduction of the products through GPO channels using Advertising and Information (A&I) funds.

b. All printing and reproduction will be contracted through GPO. In addition to national/local RPIs, this includes multiple copies of camera-ready local ads, sheets for billboards, direct mail correspondence, transit advertising cards, posters and prospect or influencer promotional items.

c. If the servicing GPO grants a waiver to this requirement on an individual request, based on the amount or type of the purchase, area printing capabilities, GPO Region policy or other nature of the product requested, Cadet Command representatives may purchase promotional or other advertising items without going through GPO channels. The waiver granted for each such request must be maintained with the purchase record.

d. Region headquarters with the desktop publishing capability to print and localize one copy of the appropriate local ad (i.e., SMART Book ad) for each local advertising purchase may continue to do so.

7. Headquarters Cadet Command point of contact is the Marketing and Public Affairs Directorate, DSN 680-4601, (757) 727-4601.



STEWART W. WALLACE  
Major General, U.S. Army  
Commanding

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